

Applying for an FSC® promotional trademark licence



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Contact FSC UK who will assess whether your organisation is eligible to hold a promotional licence



Step 2

Complete an application form



Step 3

Provide evidence of the certified status of the products your organisation sells/uses



Step 4

FSC UK will determine your licence fee and send you a licence agreement to sign



Step 5

Learn how to use your licence and the FSC trademarks



Step 6



Start promoting

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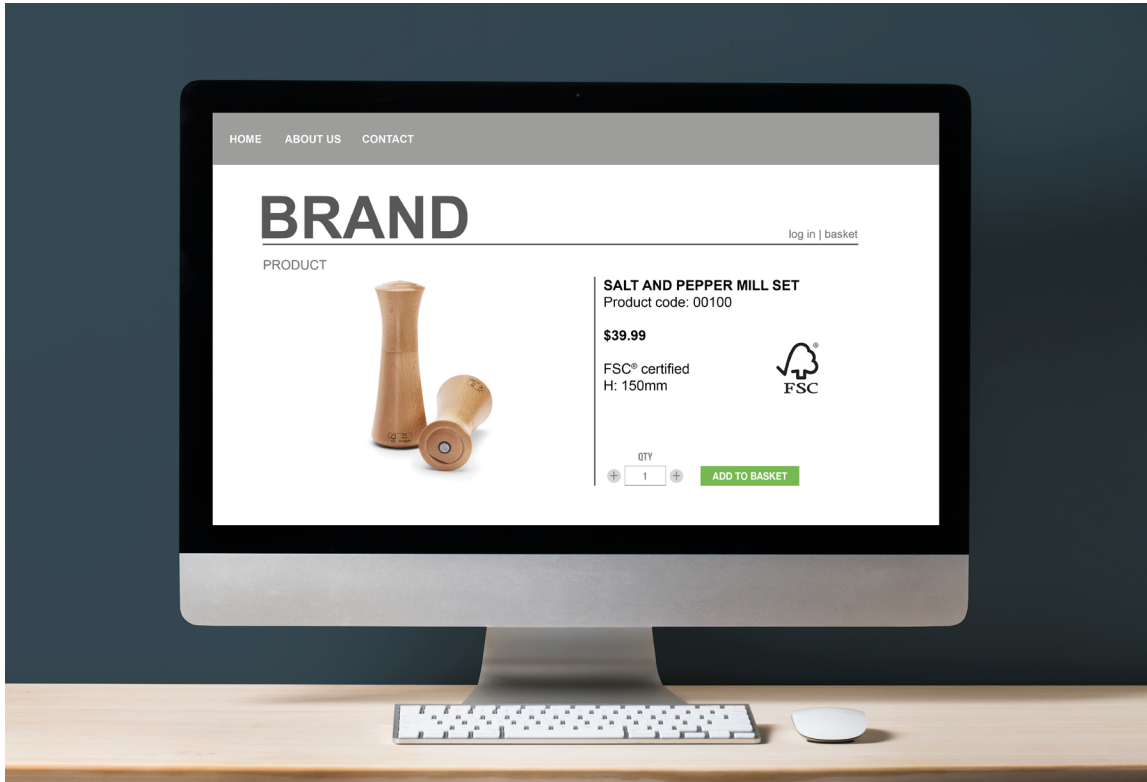
FSC® F000231



The promotion of FSC products using the FSC trademarks helps consumers make informed decisions about the products and materials they purchase.

Research has shown that 75% of UK consumers are likely to give preference for FSC-certified products over products without FSC certification, where there are no other visible differences (TNS 2018). In addition, 55% of UK consumers recognise the FSC logo (TNS 2018).

An FSC promotional trademark licence allows you to use the FSC trademarks (the name Forest Stewardship Council®, the acronym FSC, logo and brandmarks) on promotional items such as retail websites, catalogues, flyers, point of sale materials and event display materials relating to the certified products you sell or use. You could also use the trademarks in press releases, articles, newsletters, and in annual reports.



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Contact FSC UK who will assess whether your organisation is eligible to hold a promotional licence

Organisations eligible to apply for an FSC promotional trademark licence:

- Retailers, brands, publishers and agents who buy finished, FSC labelled products and sell them on unchanged to end-users (e.g. the general public) and do not wish to pass on an FSC claim through sales documents
- Organisations that wish to promote their use of FSC-certified products in their activities e.g. a company using FSC-certified packaging for their products
- Consultants, training companies and investment organisations working within the environmental sector
- Parent or holding companies that own several FSC-certified companies or branches

To qualify for promotion as FSC-certified via an FSC promotional trademark licence, the products or product packaging must:

- Be bought directly from an FSC-certified company
- Be fully finished i.e. you do not change the product in any way (splitting packs, re-labelling, cutting-to-size, adding material or repackaging). The only exception to this is adding the contents, e.g. sandwiches, to the packaging
- Carry the FSC label on the product or packaging, visible to the consumer

Also

- The end user must be the ultimate consumer of a finished product, for example, the general public i.e. not a company wishing to make further claims about the products or their use of them.






Complete the application form

If your organisation is found to be eligible to hold a promotional licence, FSC UK will send you an application form. You will need to complete the form with the following information:

- Company and contact details
- A summary of the nature of your company's business
- An outline of your reasons for wanting to use the FSC trademarks (e.g. to promote FSC-certified products) and how you wish to use them (e.g. online, in marketing brochures)
- A list of the countries and languages in which you propose to use the FSC trademarks.




Forest Stewardship Council®
FSC® United Kingdom


APPLICATION FOR AN FSC PROMOTIONAL LICENCE (Promotional Licence Holders)

The name Forest Stewardship Council®, the acronym FSC® and the FSC tick-tree logo are all registered trade marks which may not be used without prior authorisation and are covered by strict controls on their use.

A Promotional Licence will enable you to use the FSC trademarks to promote the FSC products you sell /or use /or your involvement with FSC. Use of the FSC trademarks in accordance with the FSC Trademark Use Guide for Promotional Licence Holders are approved by FSC UK.

Promotional Licence holders can only use the FSC trademarks to promote FSC-certified products which carry an FSC on-product label (see image) and that have been sourced directly from (and invoiced by) an FSC-certified company. These products must not be repackaged, labelled or altered by you in any way.





Forest Stewardship Council®
FSC® United Kingdom

Geographical Coverage

In which countries do you intend to use the FSC Trademarks? Please list all countries

Countries:	Number of countries:	Languages:	Number of languages:
<i>e.g. United Kingdom only</i>	<i>1</i>	<i>e.g. English only</i>	<i>1</i>

Planned use of the FSC trademarks by your company

Please provide information on the marketing tools that will be used by your company:

Marketing tool	Please provide details
Catalogues (number of issues per year e.g. quarterly)	
Flyers and brochures	
Online retail (number of FSC-certified products sold)	
Corporate responsibility web pages	
In store e.g. Point of Sale material	
Events and Trade shows	
Other	

Please note Promotional Licence holders cannot use the FSC trademarks

- For labels on any product or packaging	- On stationary e.g. business cards, email footers
- On sales or delivery documents e.g. invoices	- On company vehicles

We will use the data provided in this form to contact you regarding your application and subsequently if appropriate administer your licence. (If a promotional licence is not issued, personal data will then be removed from our system)

These can only be done by an FSC-certified company. If you wish to do these things you need to become FSC certified, NOT hold a Trademark Licence



Provide evidence of the certified status of the products your company sells/uses

As part of the application process you will also need to demonstrate that the products you wish to promote are FSC-certified, labelled as FSC (visible to the consumer) and purchased directly from FSC-certified suppliers. To do this, you will need to provide purchase documentation from your FSC-certified supplier for each FSC-certified product. Purchase documentation can be an invoice or a supplier letter.

FSC certificates **cannot be accepted as proof of the FSC status of products**

If the products are supplied by an uncertified intermediary e.g. wholesaler, please contact FSC UK for advice.

Please note that it is possible for both a product and its packaging to be FSC certified e.g. a wooden hairbrush packed in a cardboard sleeve. An FSC label referring to the wooden hairbrush in this scenario may be placed on the product packaging and not the product itself. Additionally, if the packaging itself is FSC certified it may also carry an FSC on-product label. It should be clear from the label to which element any FSC label refers and you must make sure that there is an FSC on-product label, visible to the consumer, which refers to the element you wish to promote. FSC UK may request additional proof that the products are FSC labelled.



Your purchase documentation should be submitted either as:

Invoice

An invoice must be addressed to your organisation, from your FSC-certified supplier, and contain the following information:

- Your FSC-certified supplier's name and address.
- Your FSC-certified supplier's FSC certificate number (XX-COC-000000).
- A clear indication of which products are FSC-certified.
- The FSC claim for each product item or the total products (e.g. FSC Mix, FSC 100%, FSC Recycled).

When submitting invoices please also provide confirmation that the products carry an FSC label on the product or on packaging which will be visible to the consumer. Financial information can be blocked out in the interests of confidentiality.

Or

Letter

A supplier letter must be addressed to your organisation, from your FSC-certified supplier, and contain the following information:

- Your FSC-certified supplier's name and address e.g. printed on headed paper, signed and dated.
- Your FSC-certified supplier's FSC certificate number (XX-COC-000000).
- A list of the FSC-certified products sold to your company. To include product codes, product descriptions, timber species etc, as relevant to enable identification of the individual products sold.
- Confirmation that products carry the FSC on-product label (with FSC logo) on the product or product packaging which will be visible to the consumer.
- The FSC claim for each product (e.g. FSC 100%, FSC Mix, FSC Recycled) as it appears on the label.



Review and sign the licence agreement



There is an Annual fee for the administration of a promotional licence. The pricing model for the Annual Fee is primarily based on a company's total turnover. For companies wishing to use the FSC trademarks in the UK only, fees range from £600-£16,000*. For companies wishing to use the FSC trademarks in more than one country, fees range from £2,500-£26,750*.

If your organisation is found to be eligible to hold and promotional licence and the products you sell/use have been verified by FSC UK, your organisation will be sent a draft licence agreement to sign.

You will need to send this licence agreement back to FSC UK, who will countersign the agreement and send you a completed licence agreement for your records. You will receive an FSC UK welcome pack, your unique FSC licence code and a copy of your FSC promotional panel.

*Other criteria may be factored into fee calculations at the discretion of FSC UK.



The mark of
responsible forestry



Learn how to use your licence and the FSC trademarks

FSC Trademark Portal and Certificate Status Watch

You will be sent access to the [FSC Trademark Portal](#) where you can download your FSC promotional panel in various colours, layouts and formats, to use in your promotional materials. The Trademark Portal also gives access to 'Certificate Status Watch' which allows you to verify your suppliers' FSC status in a quick, easy and reliable way. You will receive an email if one of your supplier's certificates expires alerting you to their change of status. If you need help to login, please let us know.

Forests For All Forever

As a promotional licence holder you will be given access to an innovative online toolkit marketingtoolkit.fsc.org containing campaign materials which can help your organisation promote your FSC-certified products.



Online and Bespoke Training

We offer free online training for promotional licence holders. Our online course is designed help you use the FSC trademarks in your business using your promotional licence. Completing this course can bring benefits to your organisation such as increasing staff knowledge and helping you to get the most out of your licence.

A tailored half-day course for up to 12 participants (more by arrangement) can be held at your premises or here at FSC UK. Courses are available from £900 plus VAT (discounts may be available, please contact us to discuss). Please see our website or contact training@fsc-uk.org for details.





Start promoting

Use the *FSC Trademark Use Guide for Promotional Licence Holders* to help you create your promotional designs. You will need to submit all use of the FSC trademarks in your marketing materials to FSC UK for approval prior to their publication or public release. Please send these to our dedicated approval email approvals@fsc-uk.org. We work on a 48 hour turn-around for all trademark approvals to help you meet your deadlines.

FSC® Trademark Use Guide
For Promotional Licence Holders
February 2019
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3 Introducing the FSC trademarks
The Forest Stewardship Council AC (FSC) owns the following registered trademarks.

1. The FSC® logo
2. The initials FSC®
3. The name Forest Stewardship Council®
4. 'Forests For All Forever' – full mark
5. 'Forests For All Forever' – logo with text

5 Using the FSC trademarks to promote certified products

Printed and digital promotional materials

It is sufficient to present the compulsory elements only once in your promotional materials. For example, the licence code does not need to be included on every page where FSC is mentioned or where the FSC logo appears. This is applicable to both printed and digital materials such as brochures and websites. For social media, see following page.

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approvals@fsc-uk.org

We are here to support you in using the FSC trademarks. For FSC trademark approvals, or any other assistance or information you may require, please do not hesitate to contact us.